

Design of Kiera's media publication set

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Abstract: Context/Reason for choosing the topic: In the context of the rapid digitalization of modern society, the effective design of a set of communication publications becomes more important than ever to ensure information is conveyed powerfully and consistently. Objective: This project aims to explore how to create a unique set of communication publications for the Kiera brand, combining creative design elements with clear communication content requirements. Method: The project uses a theoretical research method related to graphic design and communication while applying design principles to implement practical applications. Significance/Expected results: This topic hopes to provide an innovative solution to enhance the brand recognition of Kiera and improve communication performance.

Keywords: Publication design, communication, graphic design, Kiera brand, communication strategy